EVALUATION

Below are the activities outlined in the 2017-2021 MCLS Strategic Plan. Please rate the activities to help determine how well the objectives were met.

1 = unsatisfactory
2 = fair
3 = good
4 = very good
5 = excellent

Thank you.

AWARENESS & ADVOCACY

MCLS will consistently communicate to the public and elected officials the critical role libraries play in addressing community priorities and the need for sufficient financial resources to deliver services.

* 1. How well were the activities of the MCLS Awareness & Advocacy goal met?

	1	2	3	4	5
Establish an MCLS Advocacy Team	○	○	○	○	○
Develop advocacy toolkits for the member library staff, trustees and friend, using the existing ALA and NYLA models	○	○	○	○	○
Develop advocacy training for member library staff, trustees, friends, and community stakeholders	○	○	○	○	○
Continue yearly local office visits with state officials	○	○	○	○	○
Develop mechanisms to reach County legistlators	○	○	○	○	○
Continue to host the yearly "Thank you!" breakfast event	○	○	○	○	○
Expand attendance at Library Lobby Day in Albany	○	○	○	○	○
Conduct outreach at community events (ex: RocCon, Lilac Festival) annually	○	○	○	○	○
Regular attendance at County Legislature meetings by MCLS Staff	○	○	○	○	○
Encourage member library contact and collaboration with community service organizations	○	○	○	○	○
Establish MCLS Marketing Team	○	○	○	○	○

	1	2	3	4	5
Create a marketing strategy for digital resources	○	○	○	○	○
Provide training topics in marketing library services	○	○	○	○	○
Continue to provide Constant Contact at system level	○	○	○	○	○
Explore marketing assistance grants to raise awareness of libraries' value to the community	○	○	○	○	○

NEW FUNDING

MCLS will continue to seek ways to stabilize funding for system services by researching new revenue streams.

* 2. How well were the activities of the MCLS New Funding goal met?

	1	2	3	4	5
Explore the rental of Hacker Hall for events as a revenue stream for the Central Library	○	○	○	○	○
Approach the Friends and Foundation of the Rochester Public Library about expanding their role in supporting system marketing, grants and training	○	○	○	○	○
Explore a crowd funding campaign(s) for new services	○	○	○	○	○

STAFF TRAINING AND DEVELOPMENT

MCLS will continue to provide relevant, high quality training to its member library staff.

* 3. How well were the activities of the MCLS Staff Training & Development goal met?

	1	2	3	4	5
MCLS Training Team will continue to produce videos for CARL training	○	○	○	○	○
Explore the purchase of improved equipment for recording training	○	○	○	○	○
Explore the use of live streaming apps to deliver training	○	○	○	○	○
Collaborate with RRLC to identify interests and opportunities	○	○	○	○	○
Collaborate with other library systems to identify experts and share expenses	○	○	○	○	○
Identify funding sources for training	○	○	○	○	○

TRUSTEE TRAINING AND DEVELOPMENT

MCLS will to continue to deliver high quality training opportunities for member library trustees.

* 4. How well were the activities of the MCLS Trustee Training & Development goal met?

	1	2	3	4	5
Offer trustee orientation twice yearly	○	○	○	○	○
Explore integrating HATS (Helping All Trustees Succeed) curriculum into current training modules	○	○	○	○	○
Encourage trustee participation in Library Trustees Association	○	○	○	○	○
Encourage trustees to attend conferences	○	○	○	○	○
Investigate interest in digital delivery of trustee training	○	○	○	○	○
Develop MCLS trustee council	○	○	○	○	○
Hold trustee mini conference	○	○	○	○	○

TECHNOLOGY

All staff will have the ability to use relevant technology as it relates to their job function.

MCLS will continue to explore and provide the latest updates for its member libraries for an informed tech competent staff, patrons and trustees.

* 5. How well was the MCLS General Technology goal met?

	1	2	3	4	5
Establish ILS users group	○	○	○	○	○
Continue to support Emerging technology camps	○	○	○	○	○
Update www.libraryweb.org to improve patron access to catalog, events, and e-resources	○	○	○	○	○
Begin implementation of five-year ILS development plan under new agreement with TLC	○	○	○	○	○
Charter for staff competency team	○	○	○	○	○
Survey staff for comfort level with various technologies	○	○	○	○	○
Identify gaps in staff competencies	○	○	○	○	○
Identify system experts to provide training	○	○	○	○	○
Provide mechanism for reevaluation and update of competencies	○	○	○	○	○
Continue to purchase electronic resources as a system	○	○	○	○	○
Investigate the expansion of Microsoft Office 365 for licensing and internal support (portal)	○	○	○	○	○
Expansion of Software as a Service (hosted) solutions	○	○	○	○	○

Outreach And Special Populations

MCLS will maintain existing services to special populations and explore the development of services to new populations

* 6. How well were the activities of the MCLS Outreach & Special Populations goal met?

	1	2	3	4	5
Maintain the existing Coordinated Outreach Department activities as funded by state aid including outreach to seniors and the incarcerated	○	○	○	○	○
Investigate collaborating with other agencies to extend delivery to in home clients via existing services (ex: Meals on Wheels)	○	○	○	○	○
Investigate extending delivery to in homes via a volunteer core	○	○	○	○	○
Charter for ADA team	○	○	○	○	○
ADA team will explore the requirements and best practices for services to customers with disabilities	○	○	○	○	○
ADA team will evaluate member libraries against ADA requirements	○	○	○	○	○
Seek out grant assistance that can help with removing barriers	○	○	○	○	○
Survey to see if the ADA project was successful	○	○	○	○	○